

ORDER



KSNV

Orders	Order / Rev:	105874	Alt Order #:	06844672	Product Desc:	AFF- SENATE	Estimate:	553	Flight Dates:	08/29/12 - 09/04/12	Primary AE:	Amy McCreary
									Original Date / Rev:	08/23/12 / 08/31/12	Sales Office:	BLPHI
									Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Mentzer Media Services, Inc.			Buying Contact:				Billing Type:	Cash		
	Billing Contact:								Billing Calendar:	Broadcast		
		600 Fairmont Ave.							Billing Cycle:	EOM/EOC		
		Towson, MD 21286							Agency Commission:	15%		
Advertiser	Name:	American Future Fund - Revised			Demographic:	A35+			New Business Thru:			
	Product Codes:	PLI2			Priority:	SELECT PRIORITY CODE			Order Separation:	00:05:00		
	Revenue Codes:	POLITICAL/AGY, PISSED, GEN							Advertiser External ID:			
									Agency External ID:			

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/04/12	52	\$46,975.00	\$39,928.75	September 2012	52	\$46,975.00	\$39,928.75	0.00	
					Totals	52	\$46,975.00	\$39,928.75	0.00	

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	33%	\$46,975.00
Market	100%	\$142,348.48

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$45,551.52
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	26%	\$37,010.61
KTUD	0%	\$0.00
KVVU	9%	\$12,811.36
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/29/12	08/31/12	M-F 6-7a WakeUp w/Wagner	6-7a		--WTF--	:30	3	\$1,000.001	0.00	NM	3	\$3,000.00	
WAKE UP															
		Start Date	End Date	Weekdays		Spots/Week			Rate	Rating					
		Week: 08/27/12	09/02/12	--WTF--		3			\$1,000.00	0.00					

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/29/12	08/31/12	M-F	6-7a	WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners		6-7a	--WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
WAKE UP																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 08/27/12	09/02/12	--WTF---			3	\$1,000.00			0.00						
E 2	KSNV	08/29/12	08/31/12	Today Show		CM	658a-9am		--WTF--	:30	2	\$1,500.00	1	0.00	NM	2	\$3,000.00
TODAY SHOW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 08/27/12	09/02/12	--WTF--			2	\$1,500.00			0.00						
E 3	KSNV	08/29/12	08/31/12	M-F	Today Show II	3rd HOM		9-10a	--WTF--	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
TODAY SHOW II																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 08/27/12	09/02/12	--WTF--			3	\$900.00			0.00						
E 4	KSNV	08/29/12	08/31/12	M-F	Today Show III	4th IBM		10am-11am	--WTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
TODAY SHOW III																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 08/27/12	09/02/12	--WTF--			3	\$450.00			0.00						
E 5	KSNV	08/29/12	08/31/12	Dr. Phil		CM	3-4p		--WTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
DR. PHIL																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 08/27/12	09/02/12	--WTF--			3	\$450.00			0.00						
E 6	KSNV	08/29/12	08/31/12	M-F	Early News		CM	5-630p	--WTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 08/27/12	09/02/12	--WTF--			3	\$1,200.00			0.00						
E 7	KSNV	08/29/12	08/31/12	M-F	Jeop/Wheel		CM	630-730pm	--WTF--	:30	3	\$1,300.00	1	0.00	NM	3	\$3,900.00
JEOPARDY/WHEEL																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 08/27/12	09/02/12	--WTF--			3	\$1,300.00			0.00						
E 8	KSNV	08/29/12	08/31/12	M-F	News 3 at Eleven		CM	11pm-1135pm	--WTF--	:30	3	\$1,100.00	1	0.00	NM	3	\$3,300.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 08/27/12	09/02/12	--WTF--			3	\$1,100.00			0.00						
E 9	KSNV	08/29/12	08/31/12	The Tonight Show		CM	1135p-1237a		--WTF--	:30	3	\$750.00	1	0.00	NM	3	\$2,250.00
TONIGHT SHOW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 08/27/12	09/02/12	--WTF--			3	\$750.00			0.00						
E 10	KSNV	09/01/12	09/01/12	News 3 Sunrise - SATURDAY			6a-7a		-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 08/27/12	09/02/12	-----S-			1	\$350.00			0.00						
E 11	KSNV	09/01/12	09/01/12	Saturday Today		CM	7a-9am		-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SAT TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 08/27/12	09/02/12	-----S-			1	\$625.00			0.00						
E 12	KSNV	09/01/12	09/01/12	Sa-Su Early News		CM	5pm-630pm		-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 08/27/12	09/02/12	-----S-			1	\$650.00			0.00						
E 13	KSNV	09/01/12	09/01/12	Sa-Su Early News		CM	630-730pm		-----S-	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Weekend Jeopardy/Whe WKND Jeop/Wheel															
JEOPARDY/WHEEL															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/27/12	09/02/12	-----S-	2	\$500.00	0.00										
E 14	KSNV	09/01/12	09/01/12	To the Point - PM	CM	730-758pm	-----S-	:30	1	\$375.001	0.00	NM		1	\$375.00
To the Point															
VEGAS INC															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/27/12	09/02/12	-----S-	1	\$375.00	0.00										
E 15	KSNV	09/01/12	09/01/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.001	0.00	NM		1	\$1,100.00
Sa-Su News 3 at Eleven															
NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/27/12	09/02/12	-----S-	1	\$1,100.00	0.00										
E 16	KSNV	09/02/12	09/02/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.001	0.00	NM		1	\$625.00
Sunday Today															
SUN TODAY															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/27/12	09/02/12	-----S	1	\$625.00	0.00										
E 17	KSNV	09/02/12	09/02/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.001	0.00	NM		1	\$3,000.00
Meet the Press															
MEET THE PRESS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/27/12	09/02/12	-----S	1	\$3,000.00	0.00										
E 18	KSNV	09/02/12	09/02/12	Chris Matthews 9:30AM	SM	9:30a-10a	-----S	:30	1	\$500.001	0.00	NM		1	\$500.00
Chris Matthews SUN 9:30am															
CHRIS MATHEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/27/12	09/02/12	-----S	1	\$500.00	0.00										
E 19	KSNV	09/02/12	09/02/12	Sa-Su Early News	CM	5pm-630pm	-----S	:30	1	\$650.001	0.00	NM		1	\$650.00
Sa-Su Early News															
NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/27/12	09/02/12	-----S	1	\$650.00	0.00										
E 20	KSNV	09/02/12	09/02/12	Sun PR 7-8p	CM	7-8pm	-----S	:30	1	\$1,000.001	0.00	NM		1	\$1,000.00
Sunday Prime 7-8pm															
DATERLINE															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/27/12	09/02/12	-----S	1	\$1,000.00	0.00										
E 21	KSNV	09/02/12	09/02/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.001	0.00	NM		1	\$1,100.00
Sa-Su News 3 at Eleven															
NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/27/12	09/02/12	-----S	1	\$1,100.00	0.00										
E 22	KSNV	09/02/12	09/02/12	Sports Night in Las Vegas	SM	Sun 1135p-1200a	-----S	:30	1	\$400.001	0.00	NM		1	\$400.00
Sports Night in Las Vegas															
SPORTS NIGHT															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/27/12	09/02/12	-----S	1	\$400.00	0.00										
E 23	KSNV	09/03/12	09/04/12	M-F 6-7a WakeUp w/Wagners	6-7a	MT-----	:30	1	\$1,000.001	0.00	NM		1	\$1,000.00	
M-F 6-7a WakeUp w/Wagners															
WAKE UP															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/03/12	09/09/12	MT-----	1	\$1,000.00	0.00										
E 24	KSNV	09/03/12	09/04/12	Today Show	CM	658a-9am	MT-----	:30	1	\$1,500.001	0.00	NM		1	\$1,500.00
Today Show															
TODAY SHOW															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/03/12	09/09/12	MT-----	1	\$1,500.00	0.00										
E 25	KSNV	09/03/12	09/04/12		CM	9-10a	MT-----	:30	1	\$900.001	0.00	NM		1	\$900.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Today Show II 3rd Hr											
				M-F Today Show II											
				TODAY SHOW II											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 09/03/12	09/09/12	MT-----		1	\$900.00	0.00					
E 26	KSNV	09/03/12	09/04/12	M-F Today Show III	4th	BM	10am-11am		MT-----	:30	1	\$450.00	1	0.00	NM
				Today 4th Hour											
				TODAY SHOW III											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 09/03/12	09/09/12	MT-----		1	\$450.00	0.00					
E 27	KSNV	09/03/12	09/04/12	Dr. Phil		CM	3-4p		MT-----	:30	2	\$450.00	1	0.00	NM
				Dr Phil											
				DR. PHIL											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 09/03/12	09/09/12	MT-----		2	\$450.00	0.00					
E 28	KSNV	09/03/12	09/04/12	M-F Early News		CM	5-630p		MT-----	:30	1	\$1,200.00	1	0.00	NM
				M-F Early News											
				NEWS											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 09/03/12	09/09/12	MT-----		1	\$1,200.00	0.00					
E 29	KSNV	09/03/12	09/04/12	M-F Jeop/Wheel		CM	630-730pm		MT-----	:30	2	\$1,300.00	1	0.00	NM
				M-F Jeopardy/Wheel of Fortune											
				JEOPARDY/WHEEL											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 09/03/12	09/09/12	MT-----		2	\$1,300.00	0.00					
E 30	KSNV	09/03/12	09/04/12	M-F News 3 at Eleven		CM	11pm-1135pm		MT-----	:30	1	\$1,100.00	1	0.00	NM
				M-F News 3 at Eleven											
				NEWS											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 09/03/12	09/09/12	MT-----		1	\$1,100.00	0.00					
E 31	KSNV	09/03/12	09/04/12	The Tonight Show		CM	1135p-1237a		MT-----	:30	2	\$750.00	1	0.00	NM
				Tonight Show											
				TONIGHT SHOW											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 09/03/12	09/09/12	MT-----		2	\$750.00	0.00					